

fashion calendar

File copy
8/12/57

january						
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17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, AUGUST 11, 1957</u>			
Sunday August 11-	FIFTY-SECOND JEWELERS' CONVENTION	AMER. NAT'L RETAIL JEWELERS' ASSOCIATION	WALDORF-ASTORIA
August 15	More than 10 million dollars worth of jewelry, watches and silverware will be displayed. Contact: Charles M. Isaac, 551 Fifth Ave., MU. 2-2764.		
Tuesday August 13	FABRIC PREVIEW: RESORT AND SPRING COTTONS	WAMSUTTA MILLS	1430 BROADWAY SHOWROOM - 8TH FLOOR
9:30 A.M. Breakfast	"American Scene"--Wamsutta's new cottons. <u>Preview for press only, Aug. 13,</u> breakfast at 9:30, show at 10:00. By invitation. <u>Buying offices and retail stores, Aug. 14,</u> breakfast at 9:30, show at 10:00. <u>Open house for trade, Aug. 13, 14, 15,</u> from 2:30 to 5:00, show at 3:30; also <u>Aug. 15</u> breakfast, with show at 10:00. Contact: Eve Orton, OX. 5-4330, Ext. 318.		
Tuesday August 13	PRESS PREVIEW OF COLLEGE FASHIONS	RUSSEKS FIFTH AVENUE	5TH FLOOR
11:00 A.M.	"One For The Road"--press preview of college fashions. By invitation. Customer showing, <u>Thurs., Aug. 15 at 2:30 P.M.</u> Publicity: Virginia Woodruff Associates, WI. 7-6740.		
Tuesday August 13	PRESS PREVIEW OF CELANESE FABRICS	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
5:00 P.M.- 7:00 P.M.	"World of Ideas"--showing of Celanese fabrics to the press. By invitation. Contact: Reni Kuhn, OX. 5-4400, Ext. 2683.		
Wednesday August 14	INTRODUCTION OF NEW AMERICAN DESIGNER	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
9:30 A.M. Breakfast	Dresses by a new American designer will be presented to the press, By invitation. Publicity: Barbara Moskowitz, OX. 5-4400, Ext. 2910.		
Wednesday August 14	PRESS PREVIEW: SPRING AND SUMMER FABRICS	BERKSHIRE HATHAWAY, INC.	1430 BROADWAY SHOWROOM - 18TH FLOOR
4:00 P.M. Cocktails	Berkshire Hathaway will present their cotton prints and patterns for Spring and Summer 1958. By invitation. Publ.: Rosemary Sheehan, MU. 5-1280.		
Thursday August 15	PRESS PREVIEW OF FALL BACK-TO-SCHOOL FASHIONS	OHREBACH'S	4TH FLOOR
9:30 A.M. Coffee	Press preview of Fall back-to-school fashions, including coats, suits, dresses, sportswear. By invitation. Publicity: Mark Klauser, OX. 5-4000.		
Thursday August 15	PRESS PREVIEW OF BACK-TO-SCHOOL FASHIONS	MARTIN'S (BROOKLYN)	6TH FLOOR EXECUTIVE OFFICES
10:30 A.M. Breakfast	Martin's will present their back-to-school collection, including fashions for toddlers through teens. By invitation. Publ.: Rita Dobbins, TR. 5-3100.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday August 15; August 16 10:30 A.M.	OPENING: HOLIDAY & WINTER COLLECTION Informal showings of cocktail and formal fashions. thereafter. Contact: WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR Continuous daily
Thursday August 15 5:00 P.M.	OPENING OF COLLEGE SHOP Stern's will open their college shop, with informal modeling by college and young career girls. Publ.: Barbara Lawrence, LO. 5-7690, Ext. 570.	STERN'S	3RD FLOOR
Saturday August 17 4:00 P.M. Cocktails	FALL FASHION SHOW AT SHAWNEE-ON-DELAWARE "Fall Fashion Festival"--at Fred Waring's Shawnee-on-the-Delaware, featur- ing fashions by David Crystal, Haymaker, Izod, Hayette Juniors and Lacoste. Press by invitation. Publicity: Terry Mayer at David Crystal, Inc., BR. 9-6560; or Ed Sweet at Shawnee-on-the-Delaware, Stroudsburg, Pa.	DAVID CRYSTAL, INC. (498 SEVENTH AVE.)	SHAWNEE-ON-DELAWARE STROUDSBURG, PA.
Monday August 19 9:30 A.M.	PRESS PREVIEW OF "BIG SECRET" By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400, Ext. 2910.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Monday August 19 3:00 P.M. Cocktails	FABRIC PREVIEW: 1958 COTTONS AND BLENDS Preview for press only of new Resort and Spring cottons and blends. By invitation. <u>Buyers and retail store executives, Aug. 20, 9:30-12:00 Noon.</u> Open house for trade, Aug. 20-23. Contact: Liz Daly, BR. 9-3366, Ext. 407.	PACIFIC MILLS FABRICS	1407 BROADWAY SHOWROOM - 9TH FLOOR
Tuesday August 20 9:15 A.M. Breakfast	OPENING OF GIFT SHOP AND AT HOME SHOP Press preview of new shop featuring at home fashions; also opening of new gift shop. By invitation. Contact: Mrs. Pleasants Pennington, PL. 5-7000.	GUNTHER JAECKEL	10 EAST 57TH STREET STREET FLOOR
Tuesday August 20 9:30 A.M. Breakfast	PREVIEW OF HOLIDAY MILLINERY COLLECTION Chanda will present a preview of his Holiday millinery to press and buyers. By invitation. Publ.: Phyllis Youngheart, 400 E. 58 St., PL. 1-0752.	CHANDA, INC. (6 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Postponed August 20	GIMBEIS PRESS PREVIEW OF FALL ACCESSORIES, ORIGINALLY SCHEDULED FOR AUGUST 20, HAS BEEN POSTPONED TO AUGUST 27 AT 10:30 A.M. (See Pg. 3).		
Wednesday August 21 10:00 A.M. Coffee	PRESS PREVIEW OF CHUBBY FASHIONS Lane Bryant will present their Fall chubby fashions for girls, sub-teens and teens. By invitation. Publ.: Paula Miller, LE. 2-0200, Ext. 340.	LANE BRYANT	465 FIFTH AVENUE 10TH FLOOR
Wednesday August 21 12:00 Noon Luncheon	SPECIAL REPORT ON EUROPEAN COLLECTIONS Report on European collections by Betsy Talbot Blackwell, editor-in-chief, "Mademoiselle", at a luncheon. Price \$6.00. Contact: WI. 7-0324.	N.Y. FASHION DESIGNERS, SHERATON ASTOR HOTEL INC. (1457 BROADWAY)	CORAL ROOM
Wednesday August 21 3:30 P.M.- 6:30 P.M.	PRESS PREVIEW OF KNITWEAR FASHIONS Talbott Knitting Mills will present their Holiday and Resort collection to the press. By invitation. Publ.: Mello Meldram, BR. 9-5265.	TALBOTT KNITTING MILLS	HOTEL PIERRE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 21	PRESS PREVIEW: SPRING AND SUMMER 1958 FABRICS	DU PONT CO.	EMPIRE STATE BLDG. SHOWROOM - 4TH FLOOR
August 22	Presentation of Spring-Summer 1958 fabrics, containing Du Pont's textile fibers for women's and children's wear. Press by invitation. <u>Trade showings</u> beginning Friday, August 23, by appointment. Trade contact: Ethel Radon; Publicity: Katherine Patterson, LO. 3-6400.		
Thursday August 22 10:00 A.M. Coffee	PRESS PREVIEW OF FALL SHOES Press preview of Coward Shoe Fall footwear. By invitation. Publicity: Paula Miller, IE. 2-0200.	COWARD SHOE, INC.	350 FIFTH AVENUE ROOM 218
Thursday August 22 10:00 A.M. Breakfast	PRESS PREVIEW OF SCHIAPARELLI FURS Martin's will present their collection of furs by Schiaparelli; also Andrew Geller shoes. By invitation. Publ.: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	6TH FLOOR EXECUTIVE OFFICES
Friday August 23 9:30 A.M. Breakfast	OPENING OF NEW JUNIOR FLOOR Macy's will invite the press to the opening of their Junior floor. By invitation. Publicity: Barbara Moskowitz, OX. 5-4400, Ext. 2910.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Monday August 26 12:30 P.M.	PRESS PREVIEW OF COLLEGE COLLECTION "College Caravan"--preview of Bamberger's college fashions. By invitation. Publicity: Dorothy Parr, MArket 4-2000, Ext. 2024.	BAMBERGER'S (NEWARK)	3RD FLOOR
Tuesday August 27 10:30 A.M. Breakfast	PRESS PREVIEW OF FALL ACCESSORIES Gimbels preview of Fall accessories. (<u>Note Change of Date</u>). By invitation. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR BRIDAL SALON
Wednesday August 28 12:30 P.M. Luncheon	PREVIEW OF CHILDREN'S HOLIDAY COLLECTION Seventy-Fifth Anniversary celebration--press preview of Holiday dresses for children, introducing Dorothy Baker, new executive designer. By invitation. Contact: Sadie Borgenicht, LO. 5-0030.	JACK BORGENIGHT, INC.	1333 BROADWAY SHOWROOM - 10TH FLOOR
Thursday August 29 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT FASHIONS Macy's will preview their import collection to the press. By invitation. Publicity: Barbara Moskowitz, OX. 5-4400, Ext. 2910.	MACY'S	13TH FLOOR EXEC. DINING ROOM
Sept. 2	LABOR DAY (Monday)--Legal Holiday.		
Tuesday Sept. 3 11:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Bergdorf Goodman will preview their custom-order collection to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday Sept. 3 4:00 P.M. Cocktails	PRESS PREVIEW OF ACCESSORIES BAZAAR Press preview of accessory imports for fashion newspapers and magazines. By invitation. Publ.: Barbara Moskowitz, OX. 5-4400, Ext. 2910.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 3	OPENING: FRENCH IMPORTS AND HOLIDAY FASHIONS Mignon will present their French imports and Holiday collection. Continuous daily thereafter. Contact: Florence Farmer, BR. 9-5991.	R. MIGNON & SONS	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Wednesday Sept. 4 9:00 A.M. Coffee	PRESS PREVIEW: NEW SHOE COLLECTION "Vive Promette"--introduction of new shoe collection. By invitation. Contact: Eleanor Friedman, IA. 4-7000.	SAKS 34TH STREET	3RD FLOOR SHOE SALON
Wednesday Sept. 4 11:30 A.M.	PRESS PREVIEW OF SOPHIE ORIGINALS Saks Fifth Avenue will show their custom-order collection designed by Sophie. By invitation. Publ.: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	611 FIFTH AVENUE SALON - 31D FLOOR
Thursday Sept. 5 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Peck & Peck will preview their fine Fall fashions to the press. By invitation. Publicity: Dorothy Jane Todd, OR. 3-4700.	PECK & PECK	260 FOURTH AVENUE EXEC. OFFICES - 6TH FL.
Thursday Sept. 5 9:30 A.M. Breakfast	PRESS PREVIEW OF SWIMWEAR "The Chameleon"--new kind of swimwear by John Weitz, will be presented to the press. By invitation only. Contact: Minna Greenberg, LO. 3-4920.	JOHN WEITZ FOR ELON OF CALIFORNIA	1407 CLUB 1407 BROADWAY
Thursday Sept. 5 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER COLLECTION Hattie Carnegie will preview custom-order fashions to the press. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Saturday Sept. 7 12:30 P.M.	PREVIEW OF SUB-TEEN FASHIONS FOR FALL By invitation. Publicity: Dorothy Parr, MArket 4-2400	BAMBERGER'S (NEWARK, N.J.)	4TH FLOOR CHARM COURT
Monday Sept. 9 11:00 A.M.	PRESS PREVIEW OF BENDEL ORIGINALS Preview for the press of Bendel originals. By invitation. Publicity: Winifred Galbraith, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET 9TH FLOOR
Sept. 9- Sept. 12	FASHION ACCESSORIES & BOUTIQUE SHOW AT N.Y. TRADE BLDG., 500 EIGHTH AVE. Contact: Arthur Tarshis Assoc., 12 W. 72nd St., TR. 3-7128.		
Cancelled Sept. 10	GIMBELS PRESS PREVIEW OF FALL AND HOLIDAY SHOES, ORIGINALLY SCHEDULED FOR SEPT. 10 AT 9:30 A.M., HAS BEEN CANCELLED.		
Tuesday Sept. 10 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview for the press of Bergdorf Goodman's import collection. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Wednesday Sept. 11 3:00 P.M. Champagne	PREVIEW OF FALL AND WINTER COLLECTION Eleanora Garnett will present her Fall and Winter custom collection to press and customers. By invitation. Publicity: Elizabeth Maher Assoc., 424 Madison Ave., EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 12 12:30 P.M. Luncheon	TATIANA OF SAKS CUSTOM MILLINERY Press showing of Fall custom-made millinery designed by Tatiana du Plessix. By invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE-2ND FL.
Thursday Sept. 12 12:30 P.M. Luncheon	FASHIONS BY BRANELL AT LUNCHEON SHOW Luncheon presentation of Fall fashions by Branell. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Best--Helen Latham, PL. 9-2000; Branell--Eleanor Lambert, MU. 8-2130.	BEST & CO.,	WALDORF-ASTORIA PEACOCK LOUNGE
Thursday Sept. 12 3:00 P.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview of Hattie Carnegie's import collection to the press. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Thursday Sept. 12- Sept. 22	EIGHTH ANNUAL HOME FURNISHINGS SHOW Publ.: Nan Morrison, Harold J. Siegel Co., 216 E. 49th St., PL. 9-6440.	NATIONAL HOME FURNISHINGS SHOW	N.Y. COLISEUM COLUMBUS CIRCLE
Saturday Sept. 14 12:30 P.M.	"YOUNG JUNIOR" FASHIONS FOR FALL By invitation. Publicity: Dorothy Parr, MArket 4-2400.	BAMBERGER'S (NEWARK, N.J.)	2ND FLOOR
Sept. 16- Sept. 22	NATIONAL SWEATER WEEK. Contact: National Outerwear Foundation, 386 Fourth Ave., MU. 3-7520.		
Tuesday Sept. 17 11:30 A.M.	PRESS PREVIEW OF FALL READY-TO-WEAR Bergdorf Goodman will preview their Fall ready-to-wear originals. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 17 12:30 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON Presentation of Fall Hattie Carnegie Originals during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Carnegie Contact: Ruth Smith, PL. 5-2600; Waldorf: James Lawler, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Sept. 17 3:00 P.M.	PRESS PREVIEW OF CUSTOM COLLECTION Elizabeth Arden will invite the press to preview her collection, designed by Count Sarmi. By invitation. Publicity: Alan McGeehan at Rasponi Associates, Inc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
Wednesday Sept. 18 10:00 A.M. Coffee	PRESS PREVIEW OF FALL FASHIONS "Your Fashion Horoscope"--highlights from a collection by exclusive designers. <u>Customer showings, Sept. 18 and 19 at 2:45 P.M.</u> By invitation. Contact: Mrs. Pleasants Pennington, PL. 5-7000.	GUNTHER JAECKEL	10 EAST 57TH STREET 3RD FLOOR
Wednesday Sept. 18 12:00 Noon Luncheon	HOME FASHIONS LUNCHEON MEETING "Innocents Abroad"--America's Influence On Europe". Demonstration and commentary by Mary Hamman, "Life"; and Betty Pepis, Roy Bernard Assoc. Price: \$6.50; members; \$7.50, guests. Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEX. AVE.)	HOTEL ROOSEVELT BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 18 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Oldric Royce will preview his Fall custom-order collection. By invitation only. Publicity: Nona James, 23 East 39th St., MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Thursday Sept. 19 4:00 P.M.- 6:00 P.M.	PREVIEW OF SWIMSUIT COLLECTION Preview of 1958 Cruise and Summer swimsuits and playclothes. By invitation. Publicity: Kay Wilson at Catalina, MU. 3-7020.	CATALINA, INC. (425 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Friday Sept. 20 9:00 A.M. & 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Co-Chairmen: Margaret deMille and Bettina Ballard. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Monday Sept. 23 3:30 P.M. Cocktails	PREVIEW: CRUISE AND SUMMER SWIMSUITS Roxanne will present a preview of their 1958 swimsuit collection. <u>Showing at 4:00 P.M.</u> By invitation. Contact: Marion Cherry, at Diamond-Barnett, 6 East 45th St., MU. 2-7025.	ROXANNE SWIM SUIT CO. (1407 BROADWAY)	SAVOY PLAZA HOTEL SAVOY ROOM
Tuesday Sept. 24; Sept. 25 9:00 A.M. Breakfast	PRESS PREVIEW OF NEW PRINT FABRICS Fuller Fabrics will present a press preview of Boussac prints on American cottons: Tues., Sept. 24 to fashion press; Wed., Sept. 25, resident buyers. By invitation. Contact: Marcelle Feybusch, OX. 5-1700.	FULLER FABRICS	STEVENS BUILDING 1460 B'WAY - 2ND FL.
Tuesday Sept. 24 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Tuesday Sept. 24 4:00 P.M. Cocktails	PREVIEW OF SWIMSUITS AND TRAVEL WARDROBE Resort and Summer showing of Jantzen swimsuits and sunclothes; also travel wardrobe of coats, suits and dresses, designed by Jeri Holmes. By invitation. Publicity: Lillian Zmania, OX. 7-0811.	JANTZEN, INC. (261 MADISON AVE.)	PLACE TO BE ANNOUNCED
Sept. 26	ROSH HASHONAH -- First Day of Jewish New Year -- (Thursday).		
Friday Sept. 27 11:30 A.M.	PRESS PREVIEW: FALL AND WINTER FURS Bergdorf Goodman will preview their Fall and Winter furs to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

MONDAY, SEPT. 30

Zoltan Rosenberg Co. 2:30 P.M. 550 7th, LA. 4-6691

TUESDAY, OCT. 1

Kane-Weill. 10:30 A.M. 498 7th, LO. 5-3041

Sport-Craft, Inc. 2:30 P.M. 550 7th, LA. 4-9724

WEDNESDAY, OCT. 2

Davidow. By appointment. 550 7th, FE. 6-6909

David M. Goodstein, Inc. . . . 10:30 A.M. 498 7th, LA. 4-2577

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 1 11:00 A.M.	PRESS PREVIEW: RESORT AND HOLIDAY MILLINERY Miss Mary will present her Resort and Holiday collection to the press and buyers. By invitation. Publicity: Maud Moody, IE. 2-5562.	MISS MARY	37 WEST 57TH STREET SALON
Thursday Oct. 3 9:00 A.M. Breakfast	PREVIEW: 1958 COLE & DIOR SWIM FASHIONS Preview of Cole's 1958 collection of misses and junior beachwear; also the swimsuit collection designed by Christian Dior exclusively for Cole. Showing at 9:30 A.M. By invitation. N.Y. Contact: 1407 B'way, Room 2703, BR. 9-2886. Contact: Anne Cole, 2615 Fruitland, Los Angeles.	COLE OF CALIFORNIA (2615 FRUITLAND, L.A.)	HOTEL PLAZA BALLROOM
Thursday Oct. 3 12:00 Noon	FABRICS DIVISION LUNCHEON MEETING Co-chairmen: Frances Clarke and Ann Boucher. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	SHERATON-ASTOR HOTEL BALLROOM
Thursday Oct. 3 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD Formal presentation of the annual Coty American Fashion Critics' Award to fashion designers, designated by a jury of seventy fashion editors. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Oct. 5	YOM KIPPUR -- Jewish Day of Atonement (Saturday).		

SPRING RESORT OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)
(Earliest opening date ever for the FOGA Spring collections)

Beginning	LARRY ALDRICH CO., INC.	.530	7th Ave.	(12 Fl.)	.	.	CH.	4-1872
Monday	BEN BARRACK, INC.	.498	7th Ave.	(7 Fl.)	.	.	LO.	4-3923
Oct. 7	HARVEY BERIN, LTD.	.530	7th Ave.	(7 Fl.)	.	.	PE.	6-0206
	BRANELL.	.530	7th Ave.	(27 Fl.)	.	.	PE.	6-6983
	WILLIAM FOX, INC.	.530	7th Ave.	(21 Fl.)	.	.	OX.	5-4070
	ED GERRICK, INC.	.550	7th Ave.	(7 Fl.)	.	.	LO.	4-1820
	A. GOODMAN & CO., INC.	.530	7th Ave.	(12 Fl.)	.	.	WI.	7-4077
	GRABOIS.	.498	7th Ave.	(5 Fl.)	.	.	CH.	4-2767
	GROBE ORIGINALS, INC.	.498	7th Ave.	(16 Fl.)	.	.	BR.	9-8394
	HARMAY.	.498	7th Ave.	(22 Fl.)	.	.	PE.	6-5547
	JACK HOIWITZ ASSOCIATES	.498	7th Ave.	(9 Fl.)	.	.	LO.	4-1860
	JOBERE, INC.	.530	7th Ave.	(20 Fl.)	.	.	PE.	6-1938
	JUNIOR SOPHISTICATES CO.	.498	7th Ave.	(4 Fl.)	.	.	LO.	4-0462
	NAT KAPLAN, INC.	.498	7th Ave.	(21 Fl.)	.	.	LO.	5-4115
	DAVID LEVINE CO.	.530	7th Ave.	(21 Fl.)	.	.	IA.	4-0237
	ROSALIE MACRINI.	.550	7th Ave.	(11 Fl.)	.	.	CH.	4-2655
	PAUL PARNES CORP.	.498	7th Ave.	(10 Fl.)	.	.	CH.	4-4600
	REICH-GOLDFARB CO., INC.	.498	7th Ave.	(7 Fl.)	.	.	WI.	7-5374
	BEN REIG, INC.	.498	7th Ave.	(23 Fl.)	.	.	CH.	4-1542
	RUDOLF GOWNS	.530	7th Ave.	(12 Fl.)	.	.	WI.	7-6865
	MARTIN SIMON, INC.	.498	7th Ave.	(7 Fl.)	.	.	LA.	4-2877
	HERBERT SONDHEIM, INC.	.530	7th Ave.	(20 Fl.)	.	.	IA.	4-7540
	SUZANNE-AUGUSTINE, INC.	.1 W.	47 St.	(7 Fl.)	.	.	PL.	7-3465
	HANNAH TROY, INC.	.530	7th Ave.	(2 Fl.)	.	.	LO.	3-0988
	SAMUEL WINSTON, INC.	.530	7th Ave.	(11 Fl.)	.	.	CH.	4-2617
Contact:	Leonard Gandler,	1440 Broadway,	CH.	4-6945.				

MOVIES...THEATRE...BALLET

Tuesday August 13 PREMIERE: "MAN OF A THOUSAND FACES" (Movie) PALACE THEATRE, B'WAY & 47TH ST. Universal-International production starring James Cagney as Lon Chaney, Dorothy Malone and Jane Greer. Producer: Robert Arthur. Director: Joseph Pevney. Publicity: Hilda Brennon, PL. 9-8000.

Tuesday August 20 RE-OPENING: "SIMPLY HEAVENLY" PLAYHOUSE THEATRE, 137 WEST 48TH ST. The Langston Hughes-David Martin musical folk comedy, with an entirely new setting designed by Raymond Sovey. Publicity: Dave Lipsky, CH. 4-5185.

Sunday Sept. 8-
Sept. 15 FIRST WEEK: ROYAL BALLET MET. OPERA HOUSE, BROADWAY & 39TH STREET Sun., Sept. 8 and Tues., Sept. 10: "Sleeping Beauty". Wed., Sept. 11 and Thurs., Sept. 12: "Les Patineurs", "Petrouchka" (New Production). Fri., Sept. 13 and Sat., Sept. 14: "Sylvia". Sun., Sept. 15: "Sleeping Beauty". Publicity: Martin Feinstein, PL. 9-6000.

Thursday Sept. 26 OPENING: "THE EGGHEAD" THEATRE TO BE ANNOUNCED Mollie Kazan comedy starring Karl Malden and Phyllis Love. Presented by Hope Abelson. Director: Hume Cronyn. Publ.: Harvey Sabinson, CI. 6-0856.

Thursday Oct. 3 OPENING: "A SEA SHELL" THEATRE TO BE ANNOUNCED Shirley Ayers, in association with Max Meth, will present the Jess Craig drama. Publicity: Dorothy Ross, PL. 7-0640.

Thursday Oct. 10 OPENING: "ROMANOFF & JULIET" PLYMOUTH THEATRE, 236 WEST 45TH STREET Peter Ustinov will star in his own play, presented by David Merrick. Director: George Kaufman. Publicity: Harvey Sabinson, CI. 6-0856.

Tuesday Oct. 14 OPENING: "COMPELSION" BELASCO THEATRE, 111 WEST 44TH STREET Michael Myerberg will present the dramatization of Meyer Levin's novel, based on the famous Leopold-Loeb trial. Publ: Bill Doll, WI. 7-2386.

Wednesday Oct. 16 OPENING: "NATURE'S WAY" CORONET THEATRE, 230 W. 49TH STREET Alfred de Lisiere will present Herman Wouk's new play, with Orson Bean and Audrey Christie. Director: Basil Langton. Sets and Costumes: Donald Oenslager. Publicity: Ben Washer, PL. 9-5484.

Thursday Oct. 17 OPENING: "COPPER AND BRASS" MARTIN BECK THEATRE, 302 W. 45TH ST. Austin-Noyes will present a musical starring Joan Blondell and Nancy Walker. Featuring Norma Douglas, Sue Ann Langdon, and the team of Tina and Coco in dance roles. Music: David Baker. Director: Marc Daniels. Publicity: Barry Hyams, CO. 5-4784.

Tuesday Oct. 22 OPENING: "MONIQUE" JOHN GOLDEN THEATRE, 252 WEST 45TH ST. Co-starring Patricia Jessel and Denholm Elliott. Production by Shepard Traube in association with Stephen Sharmat. Publicity: George Ross, BR. 9-5906.

Thursday Oct. 31 OPENING: "RUMPLE" THEATRE TO BE ANNOUNCED Paula Stone and Michael Sloane will present a musical starring Eddie Foy, Jr. and Gretchen Wyler. Music: Jeff Schweikert. Lyrics: Frank Readon. Book: Irving W. Phillips. Scenery: George Jenkins. Director: Jack Donahue. Publicity: Bill Doll, WI. 7-2386.